

PENGARUH VARIASI PRODUK, ELECTRONIC SERVICE QUALITY DAN WORD OF MOUTH TERHADAP MINAT BELI PADA TOKO JAMU JUICE DALUNG

Abstrak

Minat beli merupakan sesuatu yang berhubungan dengan rencana konsumen untuk membeli produk atau jasa yang dibutuhkan pada periode tertentu. Faktor-faktor yang dapat mempengaruhi minat beli antara lain variasi produk, *electronic service quality* dan *word of mouth*. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh variasi produk, *electronic service quality* dan *word of mouth* terhadap minat beli pada Toko Jamu Juice Dalung.

Lokasi penelitian dilakukan di Dewi Deva Dewi No.4, Banjar Pengilian, Desa Dalung, Kabupaten Badung, Bali. Toko Jamu Juice, dengan objek penelitian ini adalah mengukur pengaruh variasi produk, *electronic service quality*, dan *word of mouth* terhadap minat beli pada Toko Jamu Juice Dalung. Populasi dalam penelitian ini adalah konsumen Toko Jamu Juice yang jumlahnya tidak diketahui pasti, dengan jumlah sampel penelitian 85 responden. Teknik analisis data yang digunakan dalam penelitian ini yaitu analisis regresi linier berganda.

Hasil penelitian menunjukkan variasi produk, *electronic service quality* dan *word of mouth* berpengaruh positif dan signifikan terhadap minat beli Toko Jamu Juice Dalung.

Kata kunci: variasi produk, *electronic service quality*, *word of mouth*, dan minat beli

ABSTRACT

Purchase intention is something related to the consumer's plan to buy the product or service needed in a certain period. Factors that can influence purchase intention include product variety, electronic service quality and word of mouth. This study aims to determine and analyze the effect of product variation, electronic service quality and word of mouth on buying interest at Jamu Juice Dalung Shop.

The research location was at Dewi Deva Devi No.4, Pengilian Hamlet, Dalung Village, Badung Regency, Bali. Jamu Juice Shop, with the object of this research is to measure the effect of product variation, electronic service quality, and word of mouth on buying interest at Dalung Jamu Juice Shop. The population in this study were consumers of Jamu Juice Stores whose number is not known with certainty, with a total sample of 85 respondents. The data analysis technique used in this study is multiple linear regression analysis.

The results showed that product variation, electronic service quality and word of mouth have a positive and significant effect on buying interest in Dalung Jamu Juice Shop.

Keywords: product variety, electronic service quality, word of mouth, and buying interest

